HKICPA M3 商业经济 · 教材结构思维导图

Business Economics | 官方教材（第 4 版）全部 4 Part / 13 章 • 教材共 410 页

本单元在学什么：微观 • 宏观 • 统计三块，企业决策背后的经济与数据逻辑

Part A Introduction to Economics

Chp 1 Basic Economic Concepts

What Is Economics? • Economics Terms and Concepts • Economic Decision Making

Part B Principles of Microeconomics

Chp 2 Supply and Demand

Goods and Services • Demand, Supply, Equilibrium, Utility Maximisation

Chp 3 Productionand Costs

Theory of Production and Costs and Concepts of Factors of Production

Chp 4 Market Structures

Market Structures and Firm Profit Maximisation Decision Rules • Market Structure and Economic Efficiency • Market Failure • Public Policies

Part C Macroeconomics

Chp 5 Assessing the Economy's Performance

Macroeconomics • Key Macroeconomic Data and Their Measurement Issues

Chp 6 Business Cycle and Costs of Unemployment and Inflation

Business Cycles and Their Basic Phases • Aggregate Demand and Supply Curves • Using AD/AS Models to Explain The Business Cycle

Chp 7 Basic Macroeconomic Relationships

Consumption and Savings Functions/Schedules • The Multiplier Effect

Chp 8 Fiscal and Monetary Policy

Fiscal Policy and the Multiplier Effect • Money and Monetary Policy

Chp 9 Open Economy Issues

Difference between Closed and Open Economy • Balance of Payments • Exchange Rates and Exchange Rate Regimes • International Trade

Part D Statistical Analysis

Chp 10 Basic Business Statistics

Statistics and Basic Statistical Terms • Descriptive Statistics • Inferential Statistics • Random Variables …

Chp 11 Sampling Statistics

Random Sampling • Non-Random Sampling

Chp 12 Descriptive Statistics in Business

Measures of Central Tendency • Measures of Dispersion

Chp 13 Hypothesis Testing

Probability Distributions • Confidence Intervals • The Components of Time Series • Forecasting and Estimation Models …

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